



North Wales Police and Community Trust

Making an ImPACT

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APRIL 2021



Better lives for
individuals

96% of projects lead to
positive life changes for the
people they support

94% of projects lead to
improved police-community
relations

More support for the
police

Safer communities

98% of projects positively
impact on policing priorities

97% of projects lead to
positive changes for
organisations

Lasting Legacy

“A big part of the police family”

Making an ImPACT



Making an ImPACT: Foreword

The Police and Community Trust North Wales (PACT) has been supporting community initiatives for over 20 years across our region, and as an independent charity works hand in hand with its key funders North Wales Police and the Police and Crime Commissioner for North Wales.

Its Board of Trustees, Volunteers and network of partners in North Wales are all essential in enabling and delivering projects which aim to improve the quality of life by reducing crime and fear of crime in our communities. From Gwynedd in the west across to Flintshire and Wrexham in the east, PACT continues throughout North Wales to support projects that enable positive and sustainable community development. This community support has never been more important than right now in the midst of the Covid-19 pandemic.

As with all organisations though, it is important that periodically we review our performance and with that in mind as the new Chair of Trustees from April 2020, I was especially keen that we do so and therefore happy we commissioned Mike Corcoran, visiting researcher at Wrexham Glyndŵr to carry out an independent ImPACT review of our work.

I am happy to present to our North Wales stakeholders the results of this review and hope that they find them informative, useful and productive and we will certainly be using them to directly guide our future development.

PACT North Wales looks forward to supporting many more projects that can make a real positive difference to North Wales residents and communities.



Ashley Rogers
Chair of Trustees
April 2021



Making an ImPACT: Executive Summary

The work of the North Wales Police and Community Trust (PACT) is making a real difference. It is improving the lives of individuals, helping organisations to sustain and grow essential services, helping communities become safer and stronger, and helping North Wales Police to deliver its service more effectively.

PACT is an independent charity, founded in 1998 and overseen by a board of volunteer trustees, which supports community initiatives, particularly those in which the police are involved, which aim to improve quality of life by reducing crime and fear of crime in all the communities of North Wales. The way in which PACT delivers this impact is subtle. It is not primarily concerned with large-scale interventions, tackling policing priorities head on. Overwhelmingly, the projects it supports are small scale, and focused on addressing the underlying *upstream* causes, of the *downstream* challenges of crime and fear of crime.

Whilst the projects it supports are varied (from boxing to supporting the homeless) in almost all cases they are concerned in one way or another with relationships: within communities, and between individuals, communities and the police. For many, especially vulnerable and disadvantaged young people, a PACT funded project may present their first ever interaction with the police – making this interaction a positive one can have profound consequences on their future life choices. Measuring this impact accurately is extremely difficult. Often, PACT are one of several funders for a given project, and a project is one of several interventions being delivered for an individual or community. Whilst it may be possible to conclude that a project built confidence, knowledge or skills, demonstrating how this directly contributed to wider policing priorities is not an exact science. However, resoundingly those PACT support are confident that it does make a very real contribution, share many stories of success, and as a funder with an adaptable approach and quick turnaround time for applications, it is often the first step on a journey to significant and lasting changes. For Police Officers and Policy Community Support Officers (PCSOs), in many instances there is simply no alternative to PACT.

PACT's impacts are not all about the money. The way in which PACT delivers its funding is critical. The supportive, informal, flexible culture of the organisation means a huge amount to those it funds and allows the impacts it achieves to far out-strip the comparatively small amounts of cash it provides to projects. But there is still work to be done. There are still many organisations who do not know PACT exist, many police officers and PCSOs who do not utilise PACT funding, and many ways in which PACTs service can be refined, improved and enhanced.

This report outlines the key findings of an evaluation of those who have been involved in PACT funded projects in the past 3 years, and the key questions which should be explored to ensure PACT continues to make a difference for years to come.



Introduction: About this Impact Report

The North Wales Police and Community Trust (PACT) was launched in 1998 to support community initiatives, particularly those in which the police are involved, which aim to improve the quality of life by reducing crime and fear of crime in all the communities of North Wales. It is an independent charity, overseen by a voluntary board of trustees.

Since 1998 PACT has supported wide variety of projects, investing over £1,600,000 in communities across North Wales.

Its objectives are to invest in projects that:

1. Promote an enhanced quality of life through crime prevention initiatives that reduce crime and the fear of crime and protect people and property from criminal activity.
2. Promote education of drug and alcohol abuse to reduce crime
3. Promote road safety as an integral part of life through training, education and special projects.
4. Develop educational programmes for the benefit of young people and others.

In August 2020, PACT commissioned Mike Corcoran, visiting researcher at Wrexham Glyndŵr University, to undertake an evaluation of its impacts with the respect to these objectives over the past three years, and suggest recommendations for PACT to enhance these impacts in the years ahead.

Data was gathered through:

- **A detailed online survey:** sent to all those who have been awarded PACT funding in the past 3 years, and attracting 69 respondents.
- **1-2-1 Interviews:** with a representative sample of 13 organisations, police officers and PCSOs who have been directly involved in the delivery of PACT funded projects in the past 3 years.
- **Literature review:** of PACT annual reports, evaluation reports from funded organisations and other relevant media.

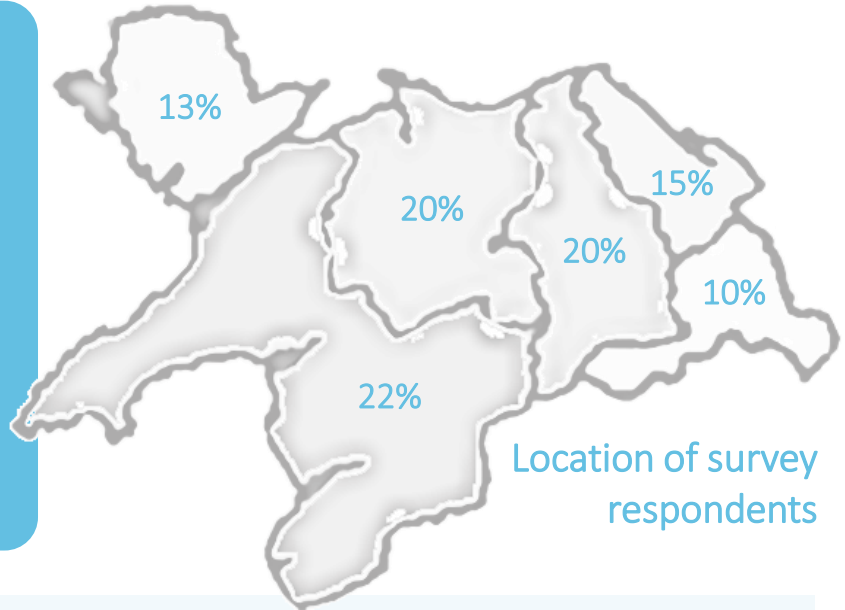
Here we present the key findings arising from this work.

Introduction: Who did we speak to?

Survey respondents
were representative of:

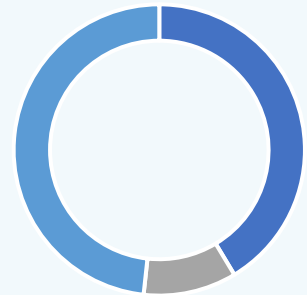
1. All areas of North Wales
2. All relationships to PACT funded projects.
3. All types of PACT support.

1-2-1 interviews were conducted with a representative subset of survey respondents, typically those with experience of more than one PACT funded project.

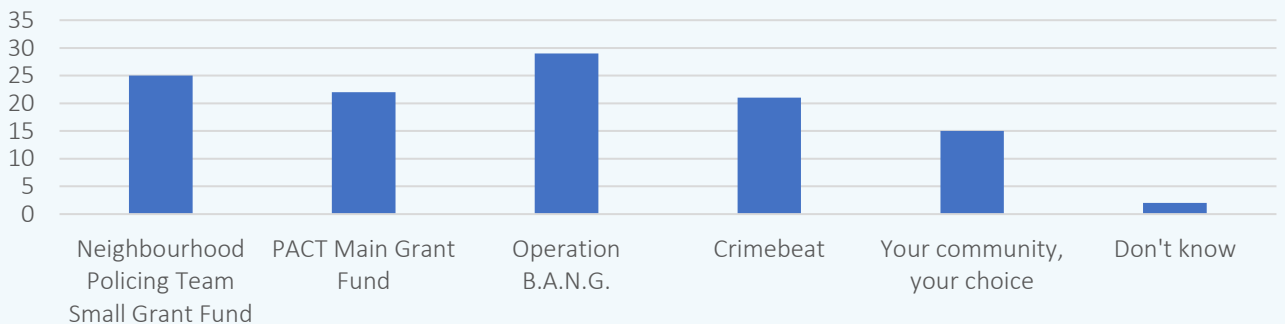


Role of survey respondents

- I lead a project/organisation that has received support from PACT
- I work with a project/organisation that has received support from PACT
- I am a police officer/PCSO who has worked with projects/organisations receiving support from PACT



Funds which survey respondents have received support from



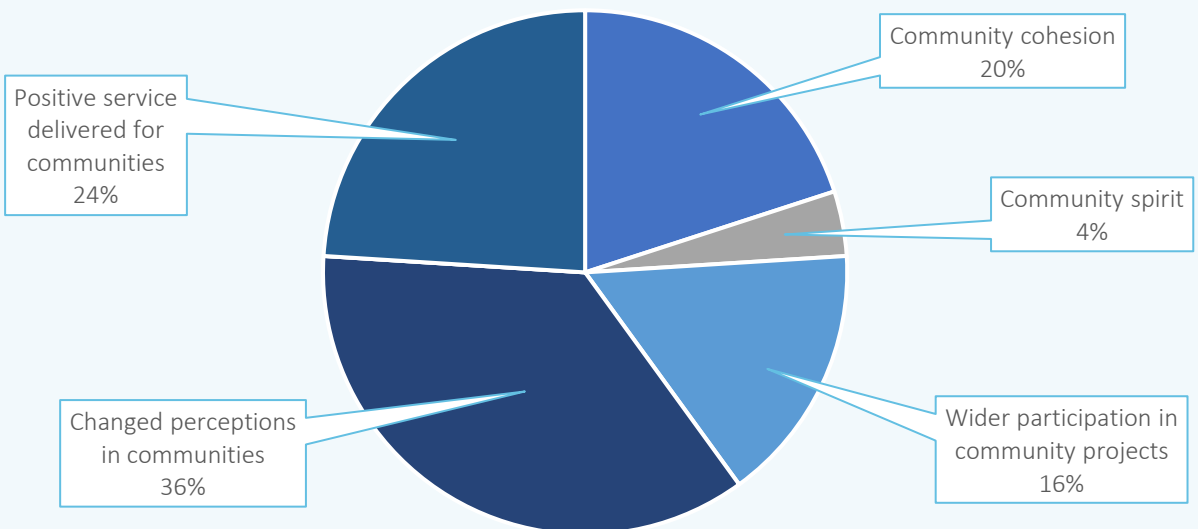
Impact Assessment 1: Impact on communities

92% of survey respondents believe the wider community have benefitted in the area where their project took place.



“In some cases, until projects took place, neighbours didn't know each other”

Changes for communities as a result of PACT funding



“Seeing my young people supporting the elderly brought me to tears – it was amazing”.

Giving Back To Communities

Many PACT projects involve young people doing positive things within the communities where they live. Many small initiatives instigated with PACT funds have continued thereafter or led to the creation of sustainable legacy projects.

Changing Perceptions

Through 1-2-1 interviews, Police Officers and PCSOs described the impact of communities seeing practical actions being taken to address challenges on their doorstep. PACT funded projects help to increase police visibility, reassure communities, and make people feel safer. For others, especially the young, they serve to change perceptions of their local areas, from places of deprivation to ‘places of opportunity’.

Impact Assessment 1:

Impact on communities

What people said ...

- “Community recognition for young people doing something positive.”
- “One young person we worked with, who was previously troublesome and hard to keep out of criminal system, has begun regularly visiting care homes and supporting residents as a result of programme.”
- “In some cases, until projects took place, neighbours didn't know each other.”
- “It has strengthened relationships with local businesses and the wider community.”
- “It has reduced demand on services.”
- “A direct and measurable impact on community safety.”
- “Now the area is seen as a place of opportunity.”
- “The wider community benefitted from more engagement with young people, more activities and less ASB in local areas.”
- “The young people held an open day to share their findings and also to entertain the community by reciting, performing and singing about the war.”
- “Children and Adults were able to play together during the Village Fair. PACT Funding helped the Group purchase Giant JENGA Blocks, Giant Connect 4 Game and some Circus items. All done in an environment without any technology!”
- “By taking part and working on the project gave the young people a focus in life and encouraged them to respect the community.”
- “The project aimed to start things off, for communities to deliver thereafter.”
- “Real examples of what we're doing in the community are good for reassurance.”
- “Relationships between children and teenagers have improved – they are helping each other.”

Impact Assessment 2: Impact on organisations

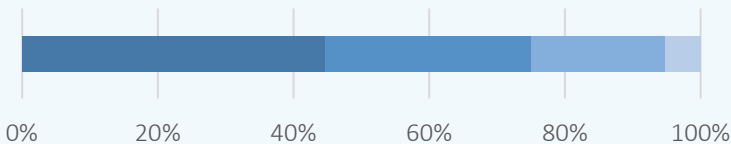
97% of survey respondents reported that their organisations had changed as a direct result of their PACT funding. Interviews said 75% of their projects would either have not happened or happened on a smaller scale without PACT.



It's Not All About The Money!

Impacts are not correlated with levels of funding. Over and above cash, support provides enhanced networks, better community relations, more recognition, motivation and moral support.

What would have happened if you had not received PACT funding?

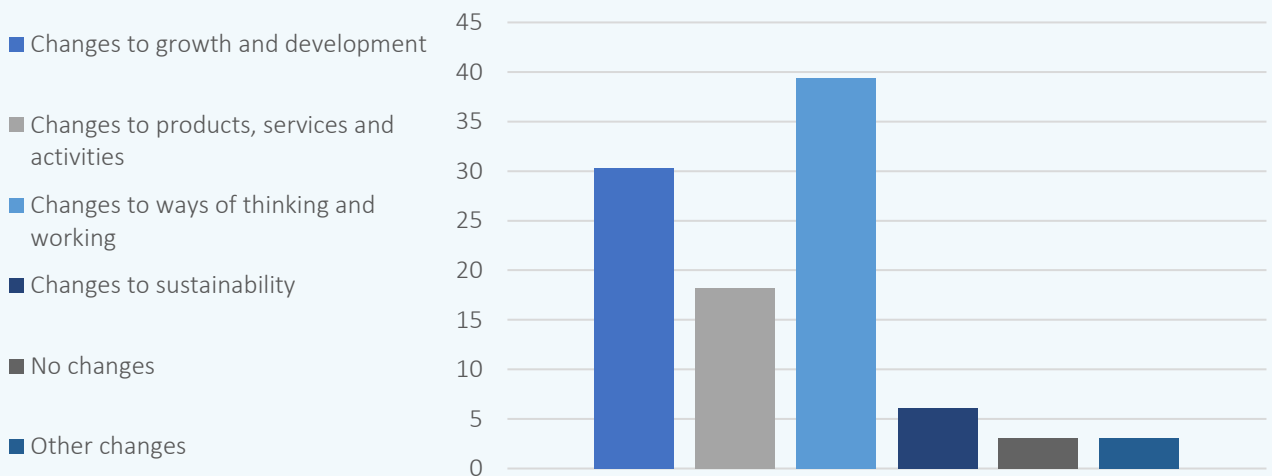


- The activity would not have happened
- The activity would have happened on a smaller scale
- The activity would have been the same, but more difficult to deliver
- The activity would have been the same

Filling The Gap

Whilst individual grant awards are typically small, on many occasions no alternative funding options are available, and those applying do not have reserves or resources to fall back on. PACT fills a vital gap in funding provision for small scale interventions.

Changes for organisations as a result of PACT funding



Impact Assessment 2: Impact on organisations

What people said . . .

- “Transformational (in terms of confidence, motivation and initial support) in early stages of business.”
- “It supported the standing and credibility of our organisation.”
- “Amount of funding not important – key was building community relations.”
- “Definitely changed and informed thinking of the board of trustees - this project/approach would not necessarily have been on their radar previously.”
- “It would be harder to do my job [as a PCSO] without this funding.”
- “Without access to this funding we would struggle.”
- “It is incredibly difficult to find funding for something as bespoke as this.”
- “[Without PACT] my projects wouldn't have happened, as simple as that.”
- “We have realised that there are lots of different ways to support the community and how complex the needs can be.”
- “We have realised that our support needs to be multi-faceted to be in line with the variety of needs the general public present us with. “
- “Support from PACT has enabled us to reach individuals who would not otherwise have the opportunity to benefit from our vital safety education training.”
- “During the past few months we have worked on a large lottery grant - without our PACT grant we wouldn't have had the resource to actually bring that application together.”
- “We have been able to revise our old method of operation which only allowed us limited capacity to help a limited number of people and take our offer to digital platforms which now enables us to reach many more and in the safety and comfort of their own home which for some is crucial.”
- “It has taken the organisation in new directions.”

Impact Assessment 3: Impact on project beneficiaries

100% of comments about PACTs impact on project beneficiaries were positive, with over a third of survey respondents saying projects led to improvements to attitudes and behaviour.



All About Relationships

In common across the vast majority of individual impacts for beneficiaries discussed by survey and interview respondents, were changes of some shape or form to their relationships: with each other, with the police, and with communities. PACT funded projects are the 'olive branches' and 'ice breakers' which can instigate relationship building, and the numerous positive impacts it leads to for individuals and communities.

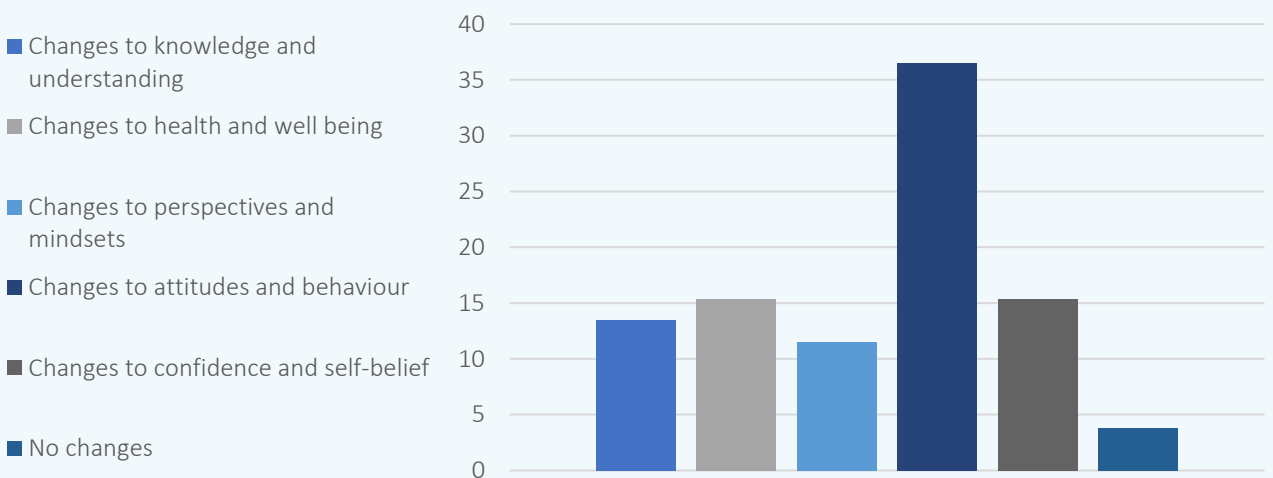
Marginal Gains

Whilst many PACT funded projects are small in size and scope, they are seen as playing a crucial part in a much bigger picture. One police officer likened it to 'marginal gains' in elite sport – with little interventions accumulating to make a big difference.

This presents a challenge with regards to attribution (which little thing made the difference?!). However, overwhelmingly, respondents felt that their PACT funded projects were direct contributors to the impacts they had observed.

**“It is a multi-agency approach,
but it all helps”**

Changes for project beneficiaries as a result of PACT funding



Impact Assessment 3: Impact on project beneficiaries

Knowledge and Understanding

A number of projects focus on building knowledge, understanding, and skills. Sometimes this explicitly relates to policing priorities, for example, building understanding of the importance of road safety, but more frequently, relates to broader life skills, nurtured through sport, work experience, or otherwise.

“For some – football saves lives”

Attitudes and Behaviour

Many PACT funded projects provide structure in a small way, for those whose lives may be otherwise unstructured and chaotic.

Through sport, work, or otherwise, many give their beneficiaries responsibility, ownership of outcomes and consequences, and observe attitudes and behaviours improving as a direct result.

“Taking people out of deprived areas to somewhere different, and having a new experience, is a big deal for them”

Health and Wellbeing

PACT support many sports clubs and projects, and so unsurprisingly, physical health benefits are often reported as impacts. These are closely connected to mental health, wellbeing, and all other impacts associated with team sports and physical activities.

“It’s all about responsibility and ownership”

Perspectives and Mindsets

PACT funded projects often serve to break down barriers, bring people together, and challenge stereotypes which may exist within communities. Several cite the ‘multi-generational’ aspect of their projects as their most significant impact.

Confidence and Self Belief

PACT funded projects often take people out of their comfort zone: doing new things, going to new places, or speaking and working with new people. They are regularly cited as building confidence and helping people to see that they are more capable than they may have previously believed.

“It provides a sense of purpose”

Impact Assessment 3: Impact on project beneficiaries

What people said ...

- “Huge positive impacts of life skills, health and conflict avoidance.”
- “A number of young people at risk of criminality are now on a positive track as a result of engagement with PACT projects.”
- “The main impact [for the elderly] is reassurance of police presence – especially for those who are isolated and lonely.”
- “Stronger, fitter, healthier, more confident individuals.”
- “Although the schemes were focused on changing attitudes and behaviours in relation to ASB, I believe the young people actually gained more in terms of their personal health and wellbeing. The activities were engaging and provided them with an outlet for their energy, time and communication with others. Many of these youngsters do not have this in their lives.”
- “The equipment purchased is used daily in coordinating search and rescue on behalf of the police and community.”
- “The young people realised the High Sheriff is just a person like them.”
- “It's not just about the money - the relationship has allowed us to do other things.”
- “Observable changes to trust and confidence.”
- “My role as a Police Support Officer is to work closely with Communities. By engaging in PACT projects it's not the destination that matters at times, but it's the journey getting there , i.e. meeting good friends, helpful contacts, learning, and encouraging younger officers that they can make quite a difference to their patch.”
- “Some young people referred by PCSOs, who were previously in trouble, now have benefit and structure of the club.”
- “A number of young people at risk of criminality are now on positive track as a result of engagement with PACT projects.”

Impact Assessment 4: Impact on police-community relations

94% of survey respondents believe that police-community relations have improved as a result of PACT funded projects.



“An opportunity to show that behind the uniform is a real person”

First Impressions Count

PACT funded projects provide many young people with their first ever interaction with a police officer or PCSO.

Survey and interview respondents stressed the importance of these first, positive impressions: breaking down barriers, building trust and respect and changing perceptions of the police.

“Alongside funding, our work with the PCC and High Sheriff has been huge”

It's Not Just About Cops

Many respondents compliment the support their projects have received from the High Sheriff, Police and Crime Commissioner and PACT trustees. This support is not only motivating to organisations, but inspiring to project beneficiaries, especially the young: raising aspirations and breaking down social barriers. The ‘friendly and informal’ approach of all associated with PACT is key to its impact.

Two-Way Relationships

Sometimes organisations contact police officers and PCSO's regarding project ideas, sometimes it's the other way around, and once relationships are cemented, PACT funds encourage organisations and the police to work together to test new and innovate ideas.

It's Not The Same Everywhere

For the minority who do not cite improvements to police-community relations, this is primarily due to projects being delivered without any direct police involvement (over and above initial endorsement of applications).

It is noted by several respondents that some police officers and PCSOs are more likely than others to utilise PACT funds to build relations, and in some urban areas, a PCSO will serve a population too large to hold close relationships with all who they need to.

“Not all PCSOs do it – many do not know how to do it”

Impact Assessment 4: Impact on police-community relations

What people said . . .

- “We never imagined we’d be at police HQ rubbing shoulders with Chief Constables.”
- “We have a really good relationship with PCSOs. PACT has been a key catalyst. It’s now a real friendship.”
- “Young people know that we are there to help them. They are more likely to respect us and listen to us.”
- “It’s good to have opportunities for young people (including small children) to talk with PCSO informally on their level.”
- “For some, this is likely to have seen their first ever conversation with a police officer.”
- “It breaks so many barriers between PCSOs and the youth.”
- “The main impact (for youths) is stronger relationships with the police”
- “[PACT provides an] opportunity to show that behind the uniform is a real person.”
- “Young people have built links with the police and seen them as part of the community – they are not just a faceless organisation.”
- “It definitely made an improvement – especially with young people.”
- “I think that increasing the happiness and support with people in the community can only be of benefit with police-community relations.”
- “It’s broken down barriers and fostered trust and confidence in the neighbourhood policing team. We have received so much positive feedback.”
- “Officers from the Town Centre Team regularly attend choir sessions as many of the participants involved have a history with the criminal justice system. They have taken this as a prime opportunity to build on community and partnership arrangements and to develop new and innovative problem solving relationships, whilst reducing risk, demand and offending, removing people from a cyclical offending/punishment lifestyle to the beginnings of inclusion and stability.”

Impact Assessment 5: Impact on policing priorities

98% of survey respondents believe that their projects have directly impacted upon policing priorities, especially anti-social behaviour.



Making Policing Easier

Through 1-2-1 interviews, police officers and PCSOs unanimously agreed that PACT funded projects had a direct impact upon their ability to do their job well. For many, they pave the way to building strong relationships within the communities they serve. No alternative funding options are open to police officers and PCSOs for activities of this nature.

“Without PACT, I wouldn't be as good a PCSO as I am”

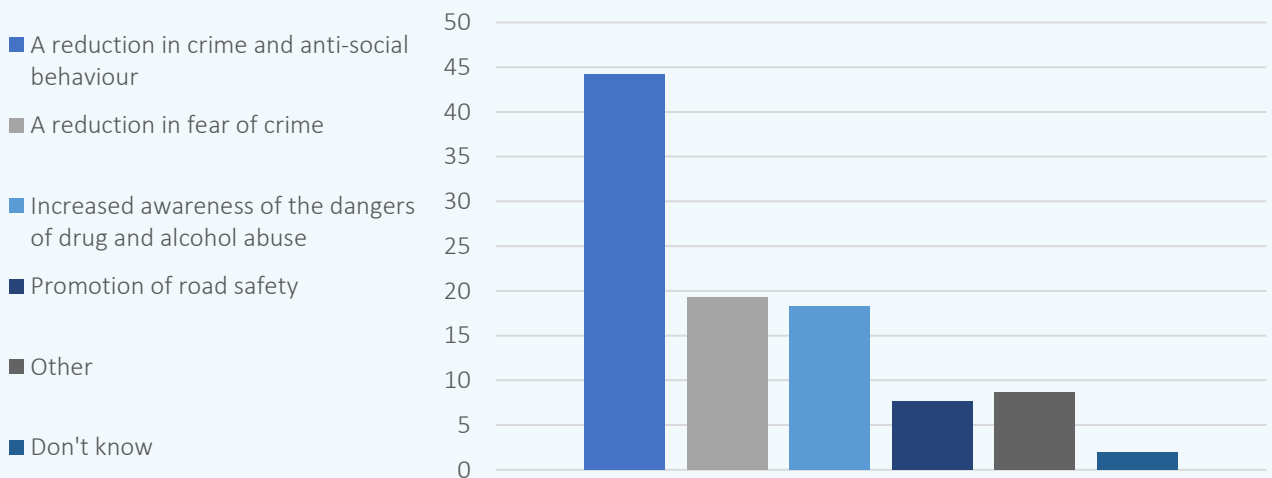
Line of Sight

Whilst the majority of organisations strongly believe their projects impact upon policing priorities, for many, this is something which is in practice, very difficult to measure, attribute and substantiate. However, individual stories of successful outcomes, and the experiences of police offers and PCSOs, serve to back up these beliefs.

Reduced Service Demand

In addition to directly impacting upon policing priorities, many respondents believed that PACT funded projects had helped to reduced demand of police time in certain areas, allowing vital time and resources to be used more effectively.

The policing priorities PACT funded projects impact upon



Impact Assessment 5: Impact on policing priorities

What people said ...

- “When people feel unsupported and isolated the choices they often make aren’t good ones.”
- “We had a session with ex drug users - the young people met with them and they discussed their past experiences to the young people in an attempt to deter them from the life of drugs and crime.”
- “Intervention and engagement with local youngsters lowers ASB . PACT funding has contributed to this.”
- “The fear of crime is always an issue. My projects have helped to lessen this considerably. A member of public recently commented that seeing an officer on the beat with a smile and being approachable gives as much a sense of satisfaction as a smiling cabin crew member when the plane hits turbulence!”
- “Youth engagement has helped reduce crime and anti-social behaviour and led to a reduction in fear of crime.”
- “It gives young people a focus and an outlet for their creativity which is normally a believed cause for ASB as they vent their frustration.”
- “Young people have attended sessions at times when anti-social behaviour had previously been occurring.”
- “General Feedback from Community leaders would suggest that the general behavior of local groups of youths has improved.”
- “Youths have a much-improved relationship with local PCSO as a result of PACT supported events. Communication levels are good.”
- “I feel the work could have reduced the anti-social behaviour in the area, however due to low numbers of young people [taking part] I could not say for definite that this is what we accomplished.”
- “It has helped massively to address the problems we've had.”

Case Study: Gavin Eastham: Cobra Life CIC



Cobra Life CIC is a social enterprise based in Shotton, Flintshire, and led by Gavin Eastham, a martial artist with over 33 years of experience.

Its programmes not only teach martial arts, but focus on character building and life skills, developed through the medium of martial arts training. Its 'Success for Life' children's education and development programme has been supported by PACT for the past 2 years through the 'Your Community, Your Choice' awards, providing subsidised access to the programme for young people in and around Flintshire.

Gavin first became aware of PACT and the support it could offer through word of mouth, with the High Sheriff of Clwyd making the first introduction. The application form itself was "a little bit clunky" but simple to complete, and Dave Evans was at the end of the phone whenever anything was unclear. The impacts on the young people who took part in the 'Success for Life' programmes funded by PACT were clear:

- 71% felt more confident.
- 68% felt their goal setting abilities had increased.
- 57% felt their concentration had improved.
- 49% felt healthier
- 60% felt more positive.

"Changing young people's mindset for the better— is the biggest of all potential changes"

Over and above these direct impacts, were lasting changing to perspectives, with the importance of nurturing life skills now at the forefront of the minds of parents, teachers, and crucially, young people themselves - leading to ongoing collaboration with the schools who took part. For Gavin, with PACT's initial support coming shortly after the launch of Cobra Life, it provided a 'transformational' boost to confidence and motivation – without it, sustaining the 'Success for Life' programme would have been hugely challenging: now, it is self-sufficient and growing. Going forward, Gavin is keen to build relations with North Wales Police and explore opportunities for further collaboration. Access to stats and information showing the relation of the project to local crime rates would be welcomed, supporting future development.

"It's more than a karate club, it's a leadership academy - creating leaders for the future"

Case Study: Denise Chadwick: Splash



The Splash Community Trust was formed in 2014, with the primary aim of running of Plas Madoc Leisure Centre, and providing social welfare, leisure, education, cultural, arts, health and well-being activities for the benefit of the communities of Wrexham County and beyond.

Denise Chadwick is the general manager of the Splash Community Trust and has secured two PACT grants for the Trust over the past two years, working with young people in the Plas Madoc area.

Denise first became aware of PACT and the support it could offer through Plas Madoc's local PCSOs with whom the organisation had traditionally had strong relationships. The Splash Community Trust's first PACT project involved providing paid employment to two young people at risk of offending - identified through dialogue with PCSOs. Though this quite was different to a typical PACT funded project, Denise was encouraged to apply, supported by the PACT team throughout, and the process was relatively straightforward.

"The area is now seen as a place of opportunity"

The impact on the two young people employed through the project was transformational. As individuals, they are no longer a cause of anti-social behaviour issues, they have become positive role models to their peers, and their mindsets have changed - now seeing the area as a 'place of opportunity'. The project also set a precedent which led to more employment opportunities for other young people from the area, and has had a direct impact on the thinking of the organisation's trustees with regards to how anti-social behaviour issues can be creatively and proactively addressed.

"Without PACT, we couldn't have offered the programme of activities which we do now."

The Trust's second project reached out to larger numbers of young people, engaging with them by providing access to fitness activities, again with an observable impact on levels of anti-social behaviour. Across and beyond these projects, building trust, relationships and mutual respect has been key to success, with the greatest successes achieved where PCSOs, the Splash Community Trust and the community themselves have been able to work most closely together.

Case Study: Iona Beckmann: North Wales Police



Iona Beckmann is a Police Community Support Officer based in Anglesey.

Utilising PACT's support broadly in her work, Iona has been involved in wide ranging projects in response to the needs of her community, from tackling anti-social behaviour to supporting young mothers, and from promoting fire and road safety to helping people living with dementia.

Working with the young, the elderly and building links across the generations have been recurring themes across Iona's work.

As a PCSO, Iona finds the process of applying for PACT funding simple, indeed, stressing that 'it's got to be kept simple or people are not going to apply for it'. In the small and rural communities where she works, she finds collaborating with community partners easy, but notes that this is likely a greater challenge for PCSOs in larger, more densely populated areas.

"The key is simple projects which can make a big difference"

For Iona, in and of themselves PACT funded projects are very small and very simple, but collectively, they combine to make a huge difference – lighting the touchpaper for communities to grow and develop together, finding lasting solutions. She cites examples of PACT funded projects encouraging neighbours to speak to each other for the first time, building a sense of community pride, and helping many people previously involved in crime or at risk of criminality to get their lives back on track, explaining 'the amount of funding is not important – the key is building community relations.'

Iona is candid about the impact PACT has had on her own professional role – 'without PACT' she says, 'I wouldn't have been as good a PCSO as I am.' It has broken down barriers, strengthened relationships and on occasion, the impacts achieved have brought Iona to tears.

'PACT are a big part of the Police family' Iona states – 'if they finished I'd retire!'

"Without the PACT funding, I wouldn't have been as good a PCSO as I am"

In a word: PACT funded projects





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The report was produced by Mike Corcoran with the North Wales Police and Community Trust.

